

News Release

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FARM SERVICE AGENCY LAUNCHES FARMERS' MARKET LINKED WITH FOOD RECOVERY SUMMIT

KANSAS CITY, MO--Sept 3, 1997--The Farm Service Agency today announced it will host a farmers' market on Monday, September 15, 1997, at the USDA-FSA parking lot at 8930 Ward Parkway. Market hours will be from 11:00 a.m. to 3:00 p.m. The farmers' market is being held in conjunction with the National Summit on Food Recovery and Gleaning.

"This is an opportunity to show the benefits of farmers' markets, and help educate people on the benefits of consuming fresh fruits, vegetables, and other foods," Alan King, Director of FSA's Kansas City Commodity Office said. "At the same time we will be able to teach the importance of gleaning and help encourage people to get involved in food recovery efforts."

Gleaning and food recovery efforts save unwanted or excess food that would otherwise be thrown away by producers, processors, distributors, or others. The recovered food is then provided to various food assistance programs to help feed the hungry.

The National Summit on Food Recovery will help develop a national plan to increase the amount of food that is recovered by one-third by the year 2000. This increase represents an additional 500 million pounds of food that would help feed 450,000 Americans each day, and will be a forum to help expand food recovery efforts as an inexpensive means of feeding the hungry.

Farmers may volunteer to donate produce not sold at the FSA sponsored farmers' market to food recovery efforts and distribution programs in the Kansas City area.

"There's a natural link between the farmers' market, gleaning or food recovery, and the Farm Service Agency," Jim Ray, Acting Director of FSA's Kansas City Management Office said. "FSA's job is to help the farmer and production agriculture, and farmers' markets are one of the most direct ways fresh produce gets to consumers. Gleaning the produce that remains is an economical way of making nutritious, healthy, high-quality food available to help feed the hungry."

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"It's a win-win situation for everyone," Ray said. "Everybody in the Kansas City area is invited to come to the market, purchase some of our local produce, and learn about the connections between farms, food, the Farm Service Agency, and food recovery efforts."

Nationally there are some 2500 farmers' markets in operation that do approximately \$1 billion in annual sales.

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NOTE: Farm Service Agency (FSA) news releases and media advisories are available on the World Wide Web at FSA's Home Page: <http://www.fsa.usda.gov>